

## REMARKS

### I. Introduction

In response to the Office Action dated October 31, 2003, no claims have been cancelled, amended or added. Claims 1-33 remain in the application. Re-examination and re-consideration of the application is requested.

### II. Prior Art Rejections

#### A. The Office Action Rejections

In paragraph (5) of the Office Action, claims 1-33 were rejected under 35 U.S.C. §103(a) as being unpatentable over Price et al., "College Accounting, Seventh Edition," (Price).

Applicant's attorney respectfully traverses these rejections.

#### B. Applicant's Independent Claims

Applicant's independent claims 1, 12 and 23 are generally directed to an invention that performs financial processing in a computer. Claim 1 is representative and comprises the steps of:

(a) accessing account, event and organization attributes from a database accessible by the computer, wherein: (1) the account attributes comprise data about accounts being measured, (2) the event attributes comprise data about account-related transactions, and (3) the organization attributes comprise data about the organization's financial status;

(b) performing one or more profitability calculations in the computer using the account, event and organization attributes accessed from the database, as well as one or more profit factors and one or more rules, wherein the profitability calculations include:

$$\begin{aligned} \text{Profit} &= \text{Net Interest Revenue (NIR)} \\ &+ \text{Other Revenue (OR)} \\ &- \text{Direct Expense (DE)} \\ &- \text{Indirect Expense (IE)} \\ &- \text{Risk Provision (RP)} \end{aligned}$$

(c) wherein the Direct Expense comprises expenses driven by events that are attributable to accounts.

C. The Price Reference

Price is a college accounting textbook that describes accounting concepts and principles. The portions cited describe analyzing business transactions including the accounting cycle, accounting for assets and liabilities including accounts receivable and uncollectible accounts, and responsibility and cost accounting including departmentalized profit and cost centers.

D. Applicant's Claimed Invention Is Patentable Over The Reference

Applicant's attorney respectfully submits that Applicant's claimed invention is patentable over the Price reference. Specifically, Applicant's attorney asserts that the reference does not teach or suggest the specific combination of elements recited in Applicant's claims.

However, the Office Action asserts the following:

Claims 1-33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Price et al. "College Accounting, Seventh Edition" (hereafter "Price")

Price discloses, e.g. pgs 28-41, 529, 531, 966-982 (Fig. 27-5), a method measuring profit based on the factors of net interest revenue, other revenues (Fig. 27-5, line 4, "Operating Revenues"), direct expenses (Fig. 27-5, line 22, "Direct Expenses"), indirect expenses (Fig. 27-5, line 30, "Indirect Expenses"), and risk (Fig. 27-5, line 6, "Less Sales Returns and Allowances"), all set up to take advantage of flexible business rules.

Official Notice is taken that performing financial processing using computer software is common knowledge in the art.

To have provided a method of performing financial processing for an account using software for a computer measuring profit based on the factors of net interest revenue, other revenues, direct expenses, indirect expenses and risk, all set up to take advantage of flexible business rules the business rules to calculate known variations of one of the factors, e.g. other revenue, would have been obvious to one of ordinary skill in the art. Doing such would incorporate common knowledge data along with common knowledge software.

Applicant's attorney disagrees with this analysis.

Price does not teach or suggest the claimed elements of accessing account, event and organization attributes from a database accessible by the computer, wherein: (1) the account attributes comprise data about accounts being measured, (2) the event attributes comprise data about account-related transactions, and (3) the organization attributes comprise data about the organization's financial status, and performing one or more profitability calculations in the computer using the account, event and organization attributes accessed from the database, as well as one or more profit factors and one or more rules, wherein the profitability calculations include:

$$\begin{aligned}\text{Profit} &= \text{Net Interest Revenue (NIR)} \\ &+ \text{Other Revenue (OR)} \\ &- \text{Direct Expense (DE)} \\ &- \text{Indirect Expense (IE)} \\ &- \text{Risk Provision (RP)}\end{aligned}$$

More specifically, Price does not teach or suggest the claimed profitability calculations wherein the Direct Expense comprises expenses driven by events that are attributable to accounts. Instead, the "Direct Expense" cited in FIG. 27-5 of Price merely comprises a list of various accounts. However, FIG. 27-5 does not teach or suggest that expenses are driven by events that are attributable to accounts. Consequently, the rejections fail to persuade.

Applicant's claimed invention provides operational advantages over the system disclosed in Price. Price reflects an outdated approach to income statements. Applicant's invention, on the other hand, describes a different, more sophisticated model for implementing profitability calculations in a computer system, as well as a different, more sophisticated set of relationships between the elements of the model. Price fails to teach or suggest the specific model, all of the elements of the model, or the relationships between the various elements.

Thus, Applicant submits that independent claims 1, 12 and 23 are allowable over Price. Further, dependent claims 2-11, 13-22 and 24-33 are submitted to be allowable over Price in the same manner, because they are dependent on independent claims 1, 12 and 23, respectively, and because they contain all the limitations of the independent claims. In addition, dependent claims 2-11, 13-22 and 24-33 recite additional novel elements not shown by Price.

### III. Conclusion

In view of the above, it is submitted that this application is now in good order for allowance and such allowance is respectfully solicited.

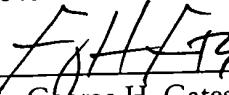
Should the Examiner believe minor matters still remain that can be resolved in a telephone interview, the Examiner is urged to call Applicant's undersigned attorney.

Respectfully submitted,

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